

School of **Design** Southern Yangtze University
WIND FROM THE EAST
GRADUATION YEARBOOK 2003

风从东方来

江南大学设计学院本科生毕业设计作品集

S c h o o l o f

Design

Southern Yangtze University

WIND FROM THE EAST
GRADUATION YEARBOOK 2002/2003

风从东方来

江南大学设计学院本科生毕业设计作品集

图书在版编目(CIP)数据

风从东方来: 江南大学本科生毕业设计作品集 / 过伟敏等主编. —南昌: 江西美术出版社, 2003.10
ISBN 7-80690-248-1

I. 风… II. 过… III. 艺术—设计—作品综合集—中国—现代 IV. J121

中国版本图书馆CIP数据核字(2003)第089905号

总顾问: 简大钧

策划/主编: 过伟敏

副主编: 施培新 叶 苹 毛白滔 邬 洋

编委会: 沈 杰 陈原川 杨茂川 徐诚一 赵 明

责任编辑: 陈 波 魏洪昆

编辑设计: 张凌浩 吴建军 魏 洁 史 明 王 峰 江 明

版式设计: 吴建军 王 俊 过宏雷 周 鹏 黎 昕

封面设计: 过宏雷

文字编辑: 丁兴旺

英文编辑: 张 宪 冯文静

部分摄影: 袁徐庆

风从东方来

——江南大学本科生毕业设计作品集

feng cong dong fang lai

jiangnan da xue ben ke sheng bi ye she ji zou pin ji

出版: 江西美术出版社

地址: 南昌市子安路66号

邮编: 330025

发行: 新华书店

印刷: 深圳利丰雅高印刷有限公司

开本: 889 × 1194 1 / 16

印张: 13 印数: 2500

2003年10月第1版 2003年10月第1次印刷

ISBN 7-80690-248-1 / J · 1118

定价: 85.00元

序

呈现在读者面前的是我校设计学院2002、2003两届本科毕业生的毕业设计作品选。这些作品用设计师的眼光来审视，也许还显得稚嫩、粗糙。然而，它们毕竟是一代设计新秀的作品！

这些作品中所表现出来的挥洒自如的创意、巧妙的构思以及对艺术的感悟，无不凝结着设计学院师生员工的灵感智慧，无不浸透着他们对中国设计教育事业的不懈追求和巨大努力。我校始创于1960年的工业设计，是国内较早设置的设计专业之一。多年来，该专业的师生员工，薪火相传，以建设国内一流设计专业为己任，不断顺应时代和社会的发展，勇于创新、锐意进取，积极学习国内外领先的设计理念，坚持推进设计教学的改革，在艺工结合的过程中，注重艺术、科学与人文的交融，努力培养社会需要的高素质设计创新人才，取得了显著的成绩。这本集子，正是他们教学创新成果展示。当然，我们更期望他们在今后的岁月中，取得更加丰硕的成果。



—— 江南大学党委书记

PREFACE

The graduation project selections presented here are designed by the graduates of 2002 and 2003 of the school of design, Southern Yangtze University. From a designer's point of view, these works look immature. However, it is a generation of young designers that have created them. The free ideas, ingenious conceptions and comprehensions of art manifested in these works are the fruit of intelligence of both the teachers and the students who have been making unremitting efforts for the cause of China's design education.

Founded in 1960, the major of Industrial Design in our university is one of the oldest design disciplines in China. Conforming to the trend of the times and the development of the society, the faculty and students of the design school innovate bravely to build the first class design teaching quality in China. Furthermore, they have made great progress by studying advanced design theories from home and abroad. Their focus has always been on the integration of art, science and humanities, and the ways to blend art and engineering. The teachers are all working hard to foster excellent designers to meet the requirements of the society. This book is a display of their achievements in educational innovation. We hope they will score greater success in the future.

—— Head of Administrative committee of Southern Yangtze University. Jian Dajun

前言

这本2002、2003届本科生优秀毕业设计的问世,从一个侧面总结了我院近二年来深化设计教育改革的心得和体会。出版这样一个专集不是为了欢庆,更不是为了“宣传”与“包装”,而是在另一种层面上的检讨和反省。我们仅是想真实地记录下学院在新纪元伊始,务实而艰辛探求过程中留下的一个又一个的脚印而已。专集中所收集的本科生毕业设计作品涉及工业设计、视觉传达设计、环境艺术设计、公共艺术设计、广告学等专业领域,这些作品既秉承了学院深厚的历史底蕴,又充分展现了近年来学院强化不同专业领域、不同学科间的相互交叉渗透,改造专业及学科而带来的新气象。这些成果无不融会了学院师生们的心血及努力。应该看到,其中许多作品尚不成熟,如同一只青涩的苹果,抑或一个尚在襁褓中的婴儿。因此我们真诚地感谢人们所赐予的呵护和宽容。

回眸学院43年的发展历程,可以清晰地看到学院的历史是广大教师、学生乃至校友们以无数的艺术设计创作实践以及艺术设计理论的结晶所铸就的。此次记录下这些创作实践,并非是对学院新“财富”的盘点。一切的过去都将成为往日烟云,不值得我们沾沾自喜,额手称庆。历史是一面清澈与真实的镜子,我们将从中得到经验与教训,并从经验里获取发展的信心,从教训中引发全面的反省。作为具有43年发展历史,以艺术设计为主体的学院,其承载的历史责任是一般同类院校所无法比拟的,因而学院发展历程中每一步都必须是坚实的。辉煌而精彩的篇章还需要更长的岁月、更坚韧的意志和更加踏实而艰苦的劳动去创造和书写。

学院建院43年来,一直得到各级领导及上级部门的悉心指导和关怀,同时亦得到社会各界及兄弟院校的全力支持和帮助,在此一并表示衷心的感谢。



—— 江南大学设计学院院长

PREFACE

The collection of the outstanding works of the students who graduated in the past two school years has come out. To some extent, this book is a summarization of the education reform undertaken in the years 2002 and 2003. To publish such a book aims not to boast, but for the teachers to self-examine. Besides, we want to preserve the fruits of our hard work at the beginning of the new century. The majors of the works cover industrial design, visual communication design, environmental art design, public art design, advertising and so on. During the recent years, the school of design took great efforts to strengthen the intersection among different majors. So, the works is not only an inherit of the school's history, but a representation of the new achievements. We must admit that all these works are infused with hard work of both the students and the teachers, though many of them are immature. This book is just like a child, expecting to get care and catholicity from the readers.

The 43 years of the school's history is forged by the numerous art design practice and exploration in design theory by the teachers, students and the alumni. This book is just part of the accumulation of the fortunes that belong to the past. Let the past be gone, and let us remain as modest as before. History is like a mirror that tells us the truth, and we should introspect to draw lessons and confidence from our experiences. Bearing such a long history, the school of design shoulders a historical responsibility incomparable with its counterparts. So every step the school of design takes must be steady and substantial. With a long time of perseverance and hard work, a bright future is sure to be achieved.

Since the foundation of the school, many leaders and authorities have been giving great support to us. Besides, we got much help from many circles of the society and some sister institutions. Now I would like to give my heartfelt thanks to all of them.

—— The school of design, Southern Yangtze University. Dean Guo Weimin

目 录

2003 江南大学设计学院本科生毕业设计作品集A 001
工业设计A 003
视觉传达设计A 043
环境艺术设计A 085
公共艺术设计A 109
广告学A 125
2002 江南大学设计学院毕业设计作品集B 001
工业设计B 002
视觉传达设计B 020
环境艺术设计B 030
公共艺术设计B 050

CONTENT

GRADUATION YEARBOOK 2003	
SCHOOL OF DESIGN,SOUTHERN YANGTZE UNIVERSITYA 001
INDUSTRIAL DESIGN DEPARTMENTA 003
GRAPHIC DESIGN DEPARTMENTA 043
ENVIRONMENTAL DESIGN DEPARTMENTA 085
PUBLIC ART DESIGN DEPARTMENTA 109
ADVERTISING DEPARTMENTA 115
GRADUATION YEARBOOK 2002	
SCHOOL OF DESIGN,SOUTHERN YANGTZE UNIVERSITYB 001
INDUSTRIAL DESIGN DEPARTMENTB 002
GRAPHIC DESIGN DEPARTMENTB 020
ENVIRONMENTAL ART DESIGN DEPARTMENTB 030
PUBLIC ART DESIGN DEPARTMENTB 050

2003 江南大学设计学院本科生毕业设计作品集

GRADUATION YEARBOOK 2003

SCHOOL OF DESIGN, SOUTHERN YANGTZE UNIVERSITY

工业设计

INDUSTRIAL DESIGN
DEPARTMENT

SRAS 家庭旅行车 / 马超民 徐昱 蔡青

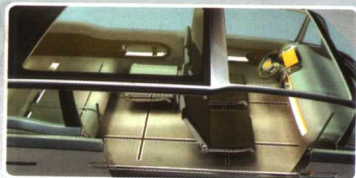
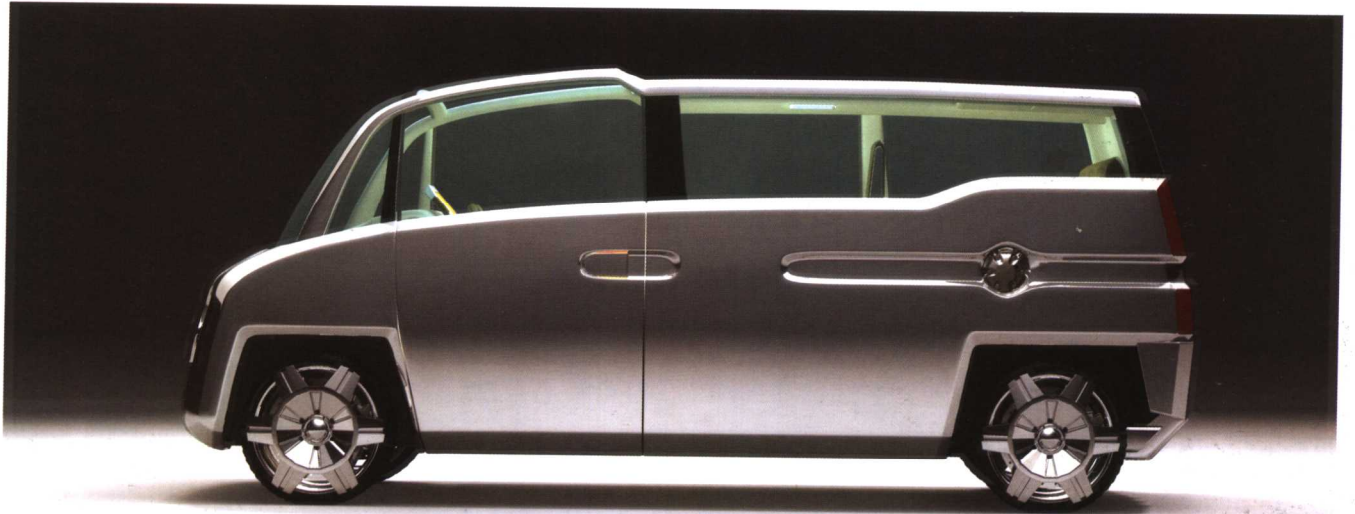
SRAS--- Family Beach Wagon Design

指导教师 / 徐建海 邓嵘 胡起云

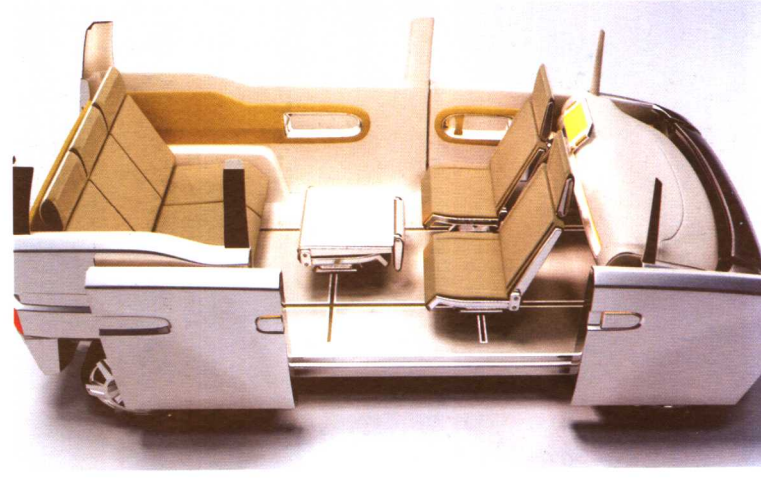
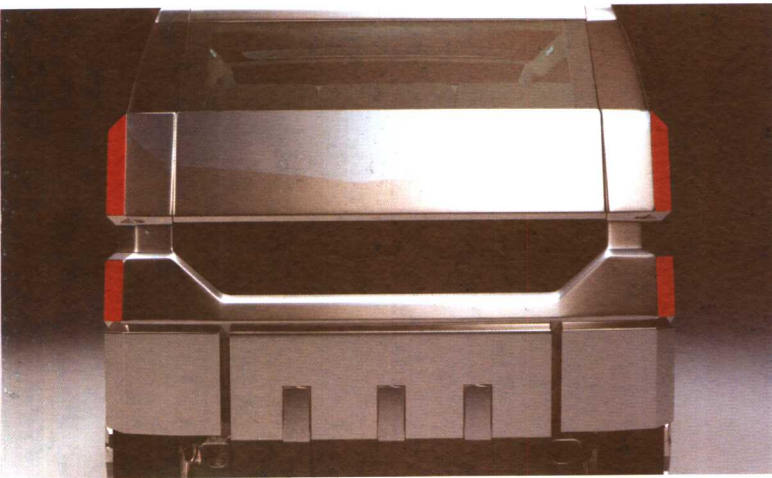
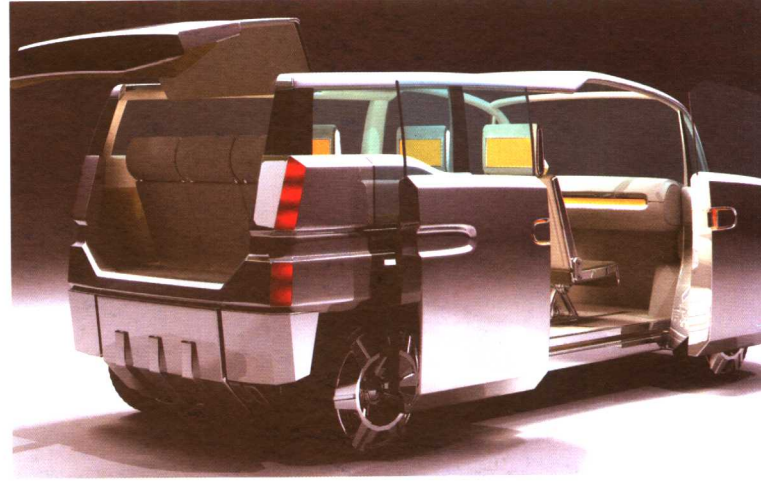
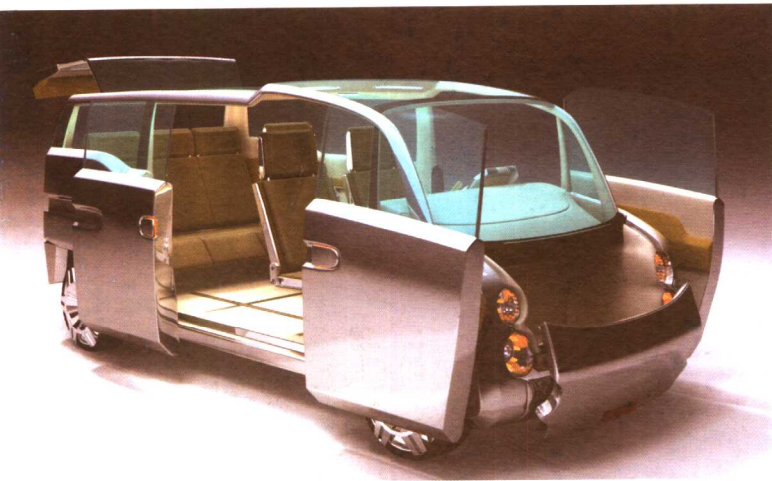
随着人们生活品质的提高、生活方式的转变，汽车的发展越来越细分和多样化。本设计立足于家庭旅行车这一概念进行设计研究，力求最大限度地挖掘汽车的内部空间，相对减少外部占据的自然空间。从环保的角度考虑，整车采用电池驱动一体化底盘。

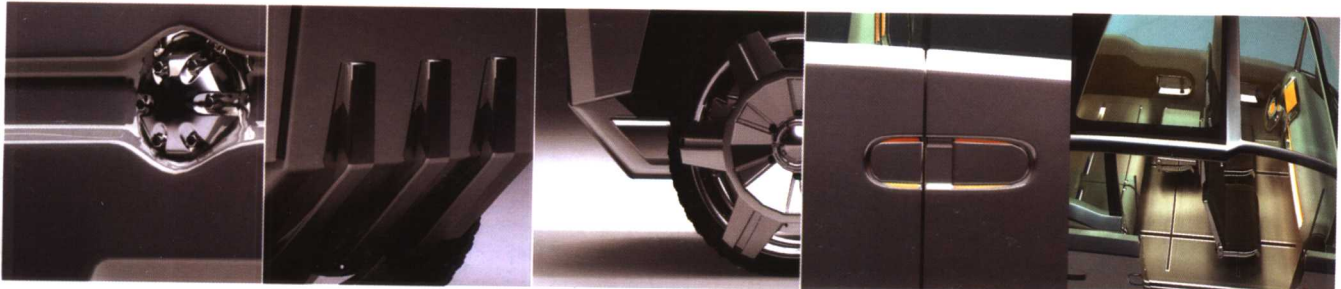
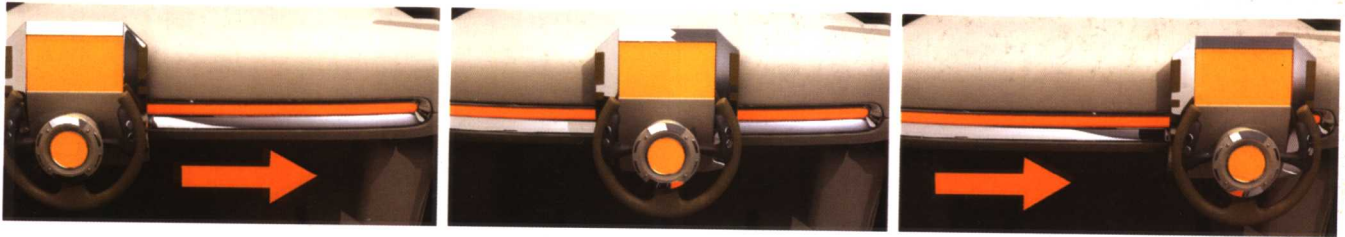
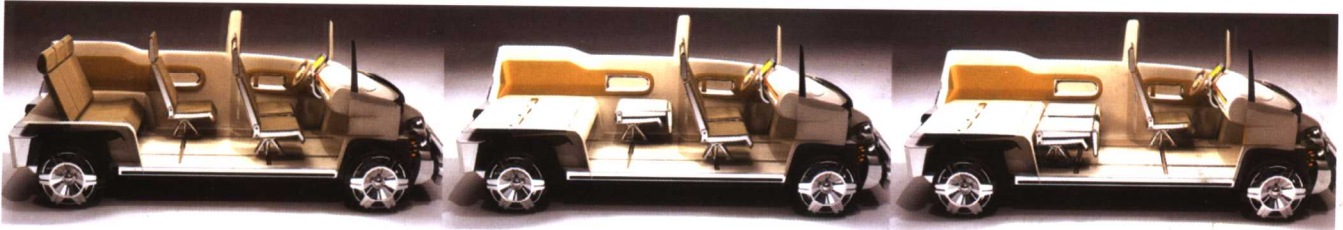
该设计充分体现了简洁、现代、赋予运动感的特点，是一次追求功能实用主义的设计。“移动的小家”是研究的主题，因此“移动”的概念除了车本身，还体现在车门打开的方式，车内的轨道式变换设计，“可变”也体现了该车的个性化设计，可谓随心所欲，说变就变。





SRAS 家庭旅行车 / 马超民 徐昱 蔡青
SRAS--- Family Beach Wagon Design
指导教师 / 徐建海 邓嵘 胡起云





布波族概念手机设计 / 王钟

Mobile Phone Conceptual Design for the BoBos

指导教师 / 曹鸣 于帆



